



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Grassroots Media LLC
146 Montgomery Avenue Suite 201
BALA CYNWYD, PA 19004

Contract

4956165

Schedule Dates

08/24/21-08/30/21

Advertiser

Terry McAuliffe for Governor of Virginia-D (14151)

Agency

Grassroots Media LLC (19605)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

EST. 612 (1604622)

Salesperson

HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)

Sales Office

WJLA/GJLA/EJLA

Buyer Name

Phone/Fax

/

CPE

40/41/612

Account Types

Local/Political Candidate Agency BRD

Billing Type

Weekly/Irregular

Comments

Separation: 30

Date Entered

08/23/21

Last Modified

08/23/21

Entered By

Alexa Schram

CO-OP

No

External

10904022

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$4,305.00

Net Total

\$24,395.00

Sales Tax

Washington (WJLA)

By Broadcast Month

Spots

Rate

Aug. 2021 41 \$27,300.00

Sep. 2021 2 \$1,400.00

Grand Total: 43 \$28,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/24/21-08/26/21	2	:30	5A- News-7News ON YOUR SIDE at 5AM			1	1	1				3	\$250.00	\$750.00	Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 5AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav	8/23/21
2.0	Normal Line / Access	08/24/21-08/26/21	2	:30	6:58:46P- Wheel Of Fortune			1		1				2	\$1,800.00	\$3,600.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav	8/23/21
3.0	Normal Line / Access	08/25/21-08/25/21	2	:30	7:29:26P- Jeopardy				1					1	\$2,800.00	\$2,800.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav	8/23/21
4.0	Normal Line / SPOT	08/24/21-08/26/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM			1	1	1				3	\$700.00	\$2,100.00	Washington (WJLA)	Daypart LN 7NEWS ON YOUR SIDE AT 11(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav	8/23/21

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
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Phone/Fax /
CPE 40/41/612
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Comments Separation: 30

Date Entered 08/23/21
Last Modified 08/23/21
Entered By Alexa Schram
CO-OP No
External # 10904022
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,305.00
Net Total \$24,395.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Aug. 2021	41	\$27,300.00
Sep. 2021	2	\$1,400.00
Grand Total:	43	\$28,700.00

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5.0	Normal Line / SPOT	08/24/21-08/26/21	2	:30	11:35P- ABC-Jimmy Kimmel			1	1	1				3	\$550.00	\$1,650.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/23/21
6.0	Normal Line / SPOT	08/24/21-08/30/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM		1	1	1	1	1			5	\$500.00	\$2,500.00	Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 6AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/23/21
7.0	Normal Line / SPOT	08/24/21-08/30/21	2	:30	6:58A- ABC-Good Morning America		1	2	2	2	1			8	\$900.00	\$7,200.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/23/21
8.0	Normal Line / SPOT	08/24/21-08/26/21	2	:30	9A- Live with Kelly			1	1	1				3	\$350.00	\$1,050.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY & RYAN(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/23/21

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9.0	Normal Line / SPOT	08/24/21-08/26/21	2	:30	10:58:25A- ABC-The View			1	1	1				3	\$600.00	\$1,800.00	Washington (WJLA)	Daypart DT THE VIEW(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/23/21
10.0	Normal Line / SPOT	08/24/21-08/26/21	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon			1	1	1				3	\$400.00	\$1,200.00	Washington (WJLA)	Daypart DT 7NEWS ON YOUR SIDE AT NOON(Agency) -LPMay/2021LS adj. LPJul/2020LS (pa	8/23/21
11.0	Normal Line / SPOT	08/24/21-08/26/21	2	:30	12:57:56P- ABC-GMA3: What You Need to Know			1	1	1				3	\$300.00	\$900.00	Washington (WJLA)	Daypart DT GMA3: NEED TO KNOW(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/23/21
12.0	Normal Line / SPOT	08/24/21-08/26/21	2	:30	3:59:27P- News-7News ON YOUR SIDE at 4PM			1	1	1				3	\$350.00	\$1,050.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 4(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/23/21
13.0	Normal Line / SPOT	08/24/21-08/26/21	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM			1	1	1				3	\$700.00	\$2,100.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 5(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/23/21

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